



Utah!



Connect...



Park City



Gateway Shopping Center, Salt Lake City



Snowshoeing in the Wasatch Mountains



Moab



Abravanel Hall, Salt Lake City



TRAX in Salt Lake City



Where cities and mountains meet, and people reconnect.

This is Utah. A place where families and friends rediscover each other through nature, culture and recreation. In Salt Lake City – the state's center for great things to do, see, hear, eat and drink – the entertainment options are plentiful. This is the home of Ballet West, the Utah Symphony & Opera, Clark Planetarium, Utah's Hogle Zoo, and the NBA's Utah Jazz. And, of course, you can't help but notice the Wasatch Mountains. Wrapped around the city like a

blanket, they beckon you to take a winter flight on the Greatest Snow on Earth®; or hike or bike your way across some of the most breathtaking terrain in America. Salt Lake also serves as world headquarters to the Church of Jesus Christ of Latter-day Saints (which welcomes thousands of visitors each year to its historic Temple Square). So whether you're here to relax, escape, rejuvenate, or reconnect with the ones you love, welcome – to this wondrous place called Utah!



Salt Lake City skyline



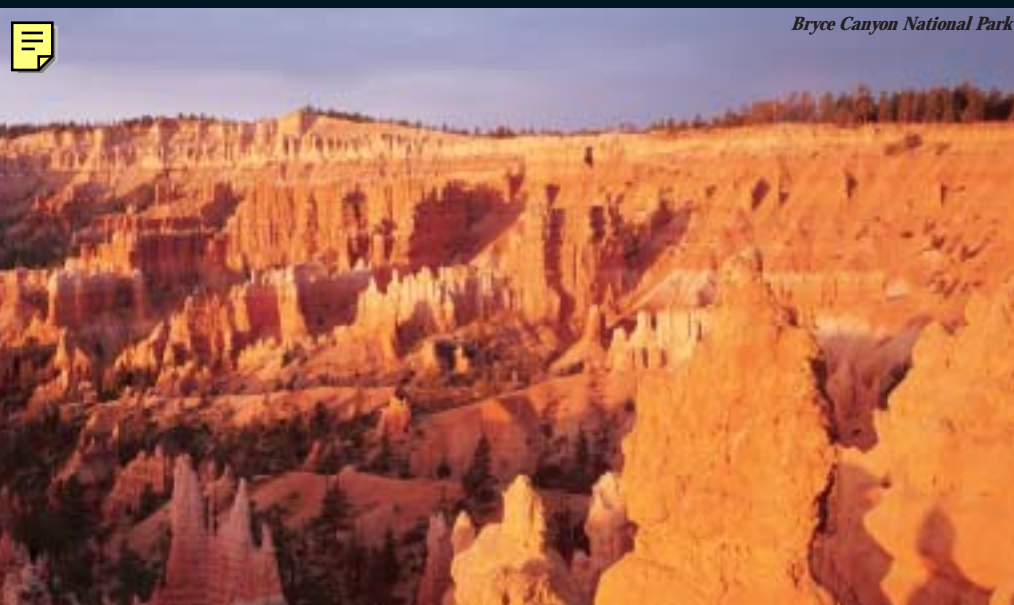
Connect with the land.

The picturesque drive from Salt Lake to southern Utah reveals rock so red it glows against the summer sky. You will soon be compelled to leave the confines of your vehicle and venture into one of five national parks in the state, and discover wildlife, wild rivers and wild splendor. These parks are more than scenic. They are, in a word, magical. A walk on a Zion National Park trail has a way of reviving your spirit yet soothing your soul. You'll see awe-inspiring geological formations, thousand-foot cliff walls, rocky canyons that stretch into infinity, and landscapes you may have only seen in the movies. From low deserts to fertile valleys to high mountain wilderness, you'll find your own piece of Utah. And keep walking, because with every corner turned and every summit reached there are new and amazing spectacles to witness.

Canyonlands National Park



Bryce Canyon National Park



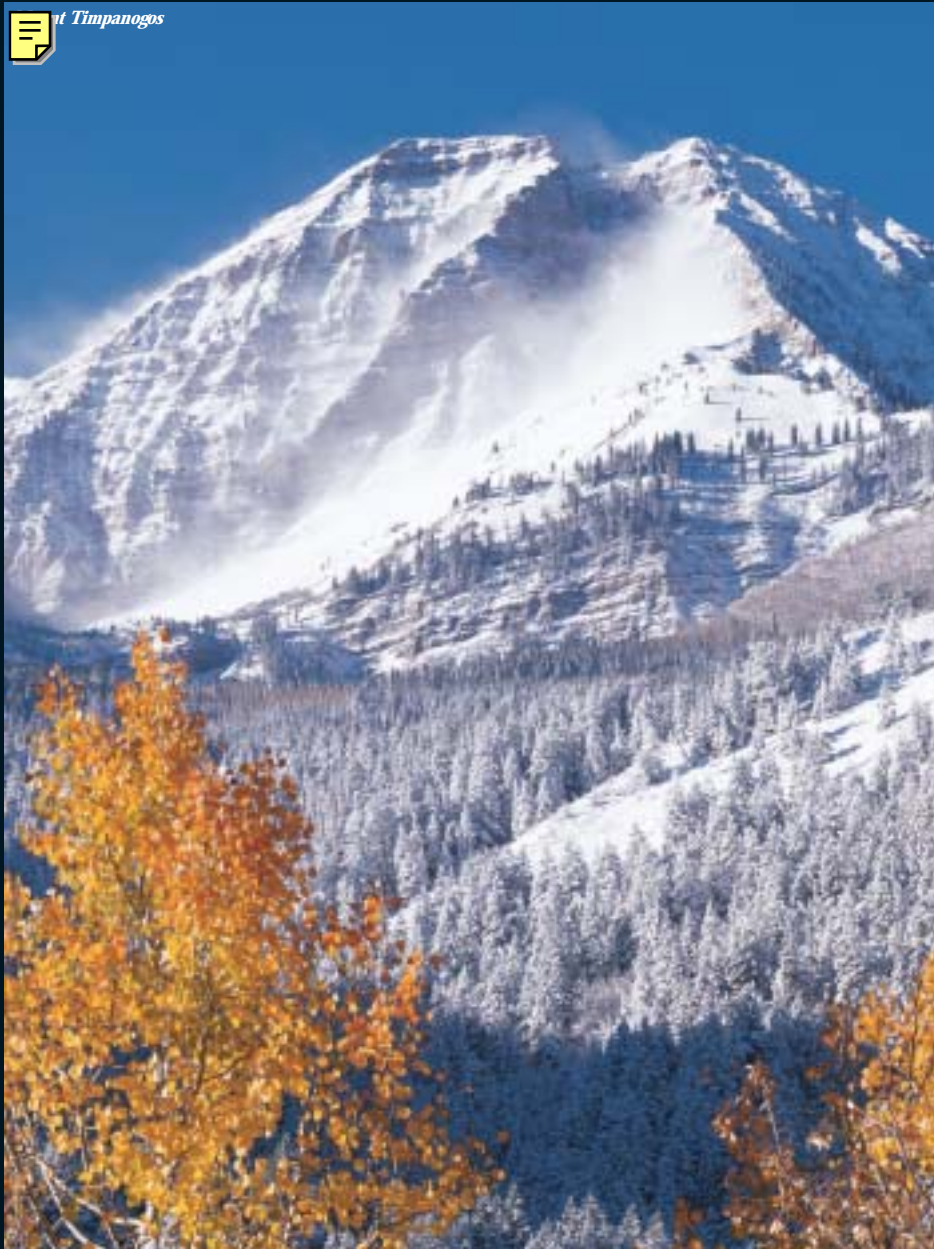
Zion National Park



Capitol Reef National Park



 *Mount Timpanogos*







*Coyote Creek,
Glen Canyon National Recreation Area*





Red Castle Lake, High Uintas Wilderness Area





Coyote Gulch, Escalante National Monument



Biking on Antelope Island, Great Salt Lake



Hiking at Arches National Park



ing Westwater Canyon, Colorado River



at Alta Ski Resort



Houseboating on Lake Powell

Connect with your inner-Olympian.

There is no bad season in Utah. Winter, of course, is legendary. If you're a novice skier, the flawlessly groomed mountain runs could make you feel like an Olympian. If you're a pro, the bowls and unmarked back-country tours of untouched powder are for you. If you're the strong, silent type, you'll love gliding along quiet trails on cross-country skis. Spring and summer are fantastic, too. Whitewater rafting anyone? Experience a different kind of rush hour on the mighty Colorado, Green or San Juan rivers. Perhaps it's a more peaceful aquatic experience you seek? Then a family houseboat trip through Lake Powell's red canyons may be more your style. Or, you could avoid water altogether (at least try), at one of the state's championship golf courses. No matter the activity, don't go it alone; Utah is a feast best shared among friends.



Where peoples connect.

From Utah's birth, people of diverse roots have formed the state's unique cultural mix. You'll find a rich Native American history, Mormon Pioneer heritage, miners, mountain men and much more. You can immerse yourself in the thick of it all: see the Old West come alive at the Festival of the American West; check out the Tony Award-winning Utah Shakespearean Festival; or groove to eclectic sounds at the Moab Music Festival. You can even hobnob with some of today's most innovative filmmakers at the Sundance Film Festival. Wherever you go, there's something great to enjoy with family and friends.





Where ideas connect.

Along with endless possibilities for recreation and entertainment, this is a place where you can get down to business. Executive teams who come to Utah for corporate retreats have been known to return for good – with the entire company in tow. Utah is one of the nation's fastest growing centers for industry and technology, and is a leader in energy development, research and advanced technology. There's an ample, educated workforce, along with abundant supplies of electricity, natural gas, water, and...copper. The world's largest open pit mine (just outside Salt Lake) produces 260,000 tons of copper each year. Transportation access is excellent as well. Dozens of commercial rail carriers run both short- and long-haul routes within and outside state lines. And the Salt Lake City International Airport makes shipping cargo to both domestic and global customers timely and convenient.



Connect with our
brightest moment.

The 2002 Winter Olympics may be over, but the games certainly aren't. A 20-minute trek from Salt Lake to Park City lands you at Utah Olympic Park. How's your bobsled-ding technique? Don't have one? You will when you fasten your helmet, hunker down in a sled and go for the ride of your life on the Olympic track. Or venture out to Soldier Hollow and take a spin around the cross-country park (it's not as easy as they made it look on TV). The Utah Olympic Speed Skating Oval in Kearns is open for visits, too. Even if you didn't make it to Utah during the Olympics, you can still catch a little of the 17-day fever that overcame us all.



Rice-Eccles Stadium during Opening Ceremonies



For most, it's not a connection. It's a direct flight.

By plane, train or automobile, reaching one of the most visually stunning states of the American West is a breeze. Once you touch down at Salt Lake City International Airport, the planet's best snow is but an hour away. And in half a day, you can be hiking, biking or rafting through one of Utah's five national parks. Welcome to Utah, the Beehive State – where working hard and playing hard go hand-in-hand. Where people love to reconnect, and family vacations turn into family reunions, just like that.



Arches National Park

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For more information contact:

UTAH TRAVEL COUNCIL ~ 1-800-200-1160



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